

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

February 3, 1998

RJR Account #180000  
R. Rinde  
ELMIRA DISTRIBUTING

**MARCH: WINSTON B2G1F / PROMOTION #800115**

Dear Rich:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as 30 skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	1	12300-11226	1 (12M)	12300-11212
Light Box	2	12300-11926	1 (6M)	12300-11906
Ult Lt Box	1	12300-70326	1 (6M)	12300-70306

PO #022398

Product / Premium Arrival:

February 23, 1998

Ship Date to Retail:

Week of: March 9, 1998

**DISPLAY DETAIL (#538994)**

SKU CUBE:

1.6700

SKU WT (w/o Product):

4.5000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$1,928.99

PARTNERS 'BONUS' REPORTING DESCRIPTION

'WIN MAR B2G1F'

51845 8194

-2-

B1G1F

ELMIRA DISTRIBUTING

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

**BRAND STYLES:** WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

**DISPLAY BRAND LOAD:**

**\* 4 CARTONS:**

2 WINSTON LT BOX

1 WINSTON FF BOX

1 WINSTON ULT LT BOX

**EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **\$56.00 (2 (12M) case(s) @ \$28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

MARCAMB2.DOC

51845 8195

WHOLESALE : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>  
 TEMPLATE : 800115 80300 WIN MAR B2G1F  
 TEMPLATE SEQ : 0038  
 SALES LEVEL : 16XXXX

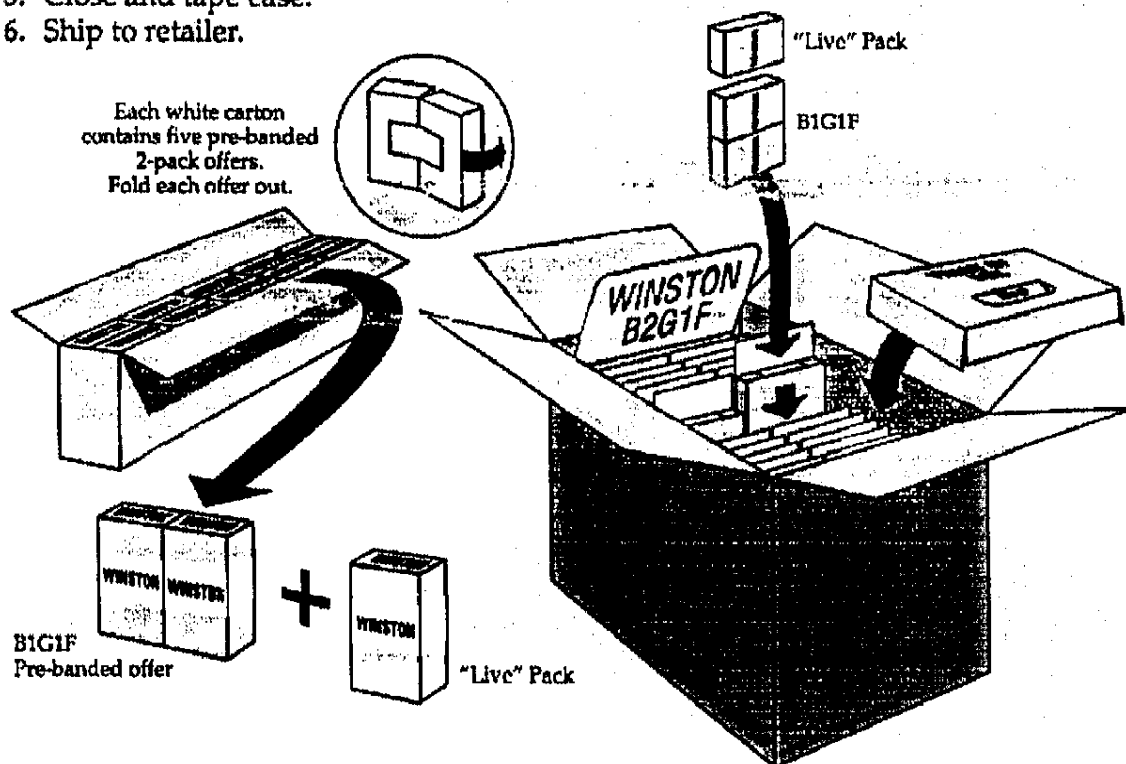
TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204		666526	NICHOLS TRAVEL PLAZ	EXIT 62, ROUTE #1	NICHOLS	NY	13812	1				(607) 699-3104
162602	162225	430853	RETSOF SHUR SAVE	2727 GENESEE ST.	RETSOF	NY	14539	1				(716) 243-2426
162604	162225	269729	WAYLAND FOODMART	E NAPLES ST	WAYLAND	NY	14572	1	NYS			(716) 728-2821
162605	162232	429128	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY	14532	1				(315) 548-5046
162605		586474	POINT BEVERAGE	804 LAKE ST	ELMIRA	NY	14901	1				(607) 737-6338
162605	162225	595846	POPPERS	110 VICTORY HWY	PAINTED POST	NY	14870	1				(607) 936-0266
162605	162624	647713	STOP 21	RT. 21 & ARMINGTO	PALMYRA	NY	14522	1				(315) 597-6300
162605	162228	651484	JEFF'S MOBIL	639 W. CHURCH ST.	ELMIRA	NY	14905	1				(607) 732-4522
162605	162228	708676	CAESAR'S SOUTHTOWN	SOUTHTOWN PLAZA-C	ELMIRA	NY	14904	1				(607) 734-4296
162605	162225	711838	HIMROD STORE BUSYMA	3615 STATE ROUTE	HIMROD	NY	14842	1				(607) 243-8157
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	1				(716) 394-4490
162605	162228	731970	QUALITY BEVERAGE	1137 MAPLE AVE	ELMIRA	NY	14904	1				(607) 734-2379
162605	162228	737481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	1				(607) 739-5401
162605	162225	752652	ODESSA COUNTRY STOR	4884 MAIN STREET	ODESSA	NY	14869	1				(607) 594-3846
162605	162228	752764	J&L DAIRY	455 ITHACA ROAD	HORSEHEADS	NY	14845	1				(607) 739-2731
162605	162228	762547	CAESARS	2077 LAKE RD	ELMIRA HEIGHTS	NY	14903	1				(607) 734-2419
162605	162228	763454	JEFF'S MOBIL	2161 GRAND CENTRA	HORSEHEADS	NY	14845	1				(607) 739-1948
162605		763557	LINDA'S CITGO	ROUTE 14	MONTOUR FALLS	NY	14865	1				(607) 535-4165
162605	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904	1		0362-0102	046292	(607) 732-1275
162605	162228	192094	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY	14845	1				(607) 796-9208
162605	162228	269635	FOODMART	328 PARK AVE	CORNING	NY	14830	1				(607) 962-3221
162605		419614	COLDIRION FUEL INC	759 E CHURCH ST	ELMIRA	NY	14901	1				(607) 734-1507
162605	162231	597271	BIG M	15 MAIN STREET	SPENCER	NY	14883	1				(607) 589-4999
162605	162225	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	1	NYS			(607) 936-4552
162605	162228	269467	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY	14845	1	NYS			(607) 739-8958
162605	162225	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POST	NY	14870	1	NYS	0990-0000		(607) 962-7675
162605	162225	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLEN	NY	14891	1	NYS			(607) 535-7515
162605	162225	764298	MAPHIS EGGLAND	CATHERINE RD	ODESSA	NY	14869	1	NYS			(607) 594-3688
162605	162228	269631	BROWN CIGAR	4 W MARKET ST	CORNING	NY	14830	1	NYS			(607) 962-2612
162606	162225	518794	ARGENTINERIS GROCER	104 LODER ST	HORNELL	NY	14843	1				(607) 324-1560

PAGE BREAK TOTAL ACCOUNTS 30 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 30 TOTAL QUANTITY 30

**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****1ST QTR.'98****March WINSTON B2G1F***(Buy 2 Packs Get 1 Free)***STEPS**

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston UL. Lt. Box.
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994

Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

51845 8197

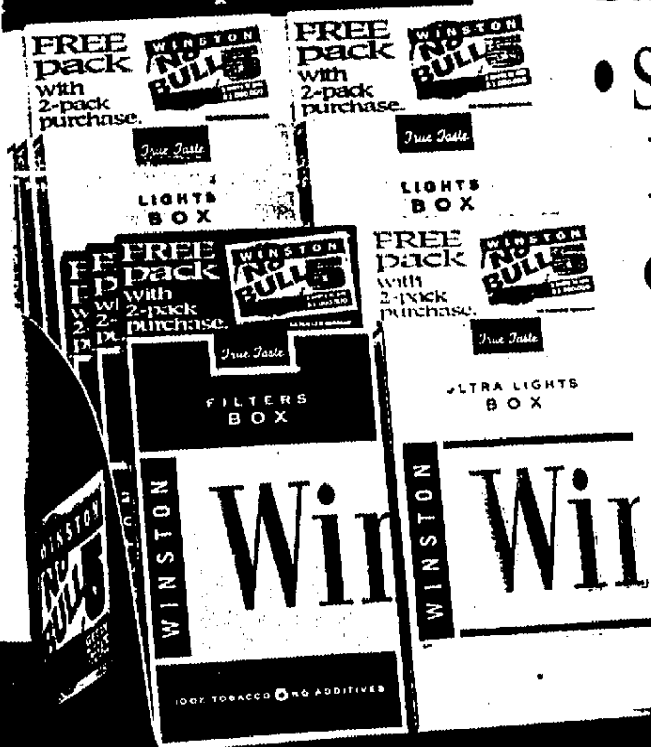
# FREE pack with 2-pack purchase

Smoke this

**FREE pack**

with 2-pack  
purchase.

- Kick off March with this offer:  
Buy 2 packs. Get one free.
- Special packaging in Full Flavor,  
Lights and Ultra Lights Box Styles.
- Dramatic counter display  
and poster.
- Another No Bull 5 way to  
build traffic.



**Winston**



51845 8198